To: Piscitelli, J, 1710 - Pittsburgh ROU, 1740 - Pittsburgh Chain, Richards, M, 1642 - Syracuse Chain (BURKEJ), Rago, Joseph M., 1110 - Boston ROU(PROVENL), 1645 - Buffalo Chain (VICKERB), 1240 - New Jersey Chain (RHODEF), 1210 - New York ROU (ALVICHA), 1310 - Philadelphia ROU (METZG)
From: Campbell, Judy
Posted: 3/23/98 16:22
Opened: 3/24/98 8:43
Subject: SALEM TEAR TAPE / APRIL #800438

NOTE TO S. SCHWALM: PACKET IS ALSO BEING MAILED TO YOUR ATTENTION.

CC: Schwalm, S

Sales		Retail	
1221		1222	
1222		1223	
1223	5	[illegible]	
[illegible]		[illegible]	
[illegible]		[illegible]	
1228		PC	SC
1229		MC	PA
1240	AE		
1244	JM, DR	RSM	RBM

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ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet

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RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 3, 1998

RJR Account #375878
P. Cox
McLANE-NORTHEAST

APRIL: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#804)

Dear Paul:

SALEM .30¢ Tear Tape product has been ordered, as well as 570 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future *Salem .30¢ Tear Tape* promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

PRODUCT ARRIVAL DATE: APRIL 6, 1998

		#/SALEM Cases Per Style				$ Amount
	PO #	MEN 85	MEN 100	MEN LT 85	MEN LT 100	
		24194	24195	24196	24197	
PRODUCT	ER3133-01	55	37	71	44	$61,216.09

DISPLAYS PO #ER3132-01

Shipper Displays Arrival (McLane NE): April 6, 1998

Ship Date to Retail: Week of April 20, 1998

Display Detail / Item #541964

SKU CUBE: 0.5020

SKU WT (w/o Product): 1.1350 lbs

Retail Sales Offers per Sku: 40 units

Billing per Sku: 4 Full Price Cartons

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PARTNERS 'BONUS' REPORTING DESCRIPTION 'SAL 98 .30/1 PK'

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April Drive Period 804 / Promotion #800438

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$1,449.00 (103.5 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: L. E. MacWilliams
cc: R. Donahue / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/xskn0000

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

#/ CARTONS SALEM MENTHOL 100 (UPC #12300-24195)

APRIL: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#804)

RETAIL DISTRIBUTION DATE: 4/20/98

CHAIN NAME	NO. OF STORES	#/ CARTONS SALEM MEN 85 TO SHIP TO EACH ACCOUNT	TOTAL #/ CARTONS SALEM MEN 85	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	CUYAHOGA	PA	RI	VT
A-PLUS/ SUNOCO	318	See List	558	1	3	34			2	28	121			366	3	
COOKS CONVENIENT	6	See List	8								8					
COUNTRY FAIR	62	See List	231								7	20		204		
EXPRESS MART	44	2	88								88					
J MART	8	1	8								8					
KRAUSZERS	6	See List	10	10												
MANLEYS	12	See List	10								10					
MOBIL / ON THE RUN	33	See List	37	4							30				3	
7/11 - HANDEE MART	23	See List	63									1	35	27		
STARENTERPRISE	32	See List	58							31				27		
INDEPENDENTS & SMALL CHAINS	24	See List	26	1		1	6			3	9			4		2
TOTALS	568		1097	16	3	35	6	0	2	62	281	21	35	628	6	2

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Source: https://www.industrydocuments.ucsf.edu/docs/xskn0000

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

#/ CARTONS SALEM MENTHOL KG (UPC #12300-24194)

APRIL: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#804)

RETAIL DISTRIBUTION DATE: 4/20/98

CHAIN NAME	NO. OF STORES	#/ CARTONS SALEM MEN 85 TO SHIP TO EACH ACCOUNT	TOTAL #/ CARTONS SALEM MEN 85	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	CUYAHOGA	PA	RI	VT
A-PLUS/ SUNOCO	318	See List	839	1	11	39			2	27	167			588	4	
COOKS CONVENIENT	6	See List	8								8					
COUNTRY FAIR	62	See List	353								14	36		303		
EXPRESS MART	44	2	88								88					
J MART	8	1	8								8					
KRAUSZERS	6	See List	13	13												
MANLEYS	12	See List	12								12					
MOBIL / ON THE RUN	33	See List	46	5							38				3	
7/11 - HANDEE MART	23	See List	117									1	57	59		
STARENTERPRISE	32	See List	99							45				54		
INDEPENDENTS & SMALL CHAINS	24	See List	40	1		2	5			10	13			6		3
TOTALS	568		1623	20	11	41	5	0	2	82	348	37	57	1010	7	3

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Source: https://www.industrydocuments.ucsf.edu/docs/xskn0000

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

#/ CARTONS SALEM MEN LIGHT KG (UPC #12300-24196)

APRIL: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#804)

RETAIL DISTRIBUTION DATE: 4/20/98

CHAIN NAME	NO. OF STORES	#/ CARTONS SALEM MEN 85 TO SHIP TO EACH ACCOUNT	TOTAL #/ CARTONS SALEM MEN 85	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	CUYAHOGA	PA	RI	VT
A-PLUS/ SUNOCO	318	See List	1163	2	9	56			4	43	233			807	9	
COOKS CONVENIENT	6	See List	13								13					
COUNTRY FAIR	62	See List	432								13	42		377		
EXPRESS MART	44	2	88								88					
J MART	8	1	8								8					
KRAUSZERS	6	See List	21	21												
MANLEYS	12	See List	19								19					
MOBIL / ON THE RUN	33	See List	83	5							75				3	
7/11 - HANDEE MART	23	See List	127									1	58	68		
STARENTERPRISE	32	See List	107							48				59		
INDEPENDENTS & SMALL CHAINS	24	See List	57	1		5	4			17	23			5		2
TOTALS	568		2118	29	9	61	4	0	4	108	472	43	58	1316	12	2

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Source: https://www.industrydocuments.ucsf.edu/docs/xskn0000

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE (SALEM MEN LT 100)

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

#/ CARTONS SALEM MENTHOL LIGHT 100 (UPC #12300-24197)

APRIL: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#804)

RETAIL DISTRIBUTION DATE: 4/20/98

CHAIN NAME	NO. OF STORES	#/ CARTONS SALEM MEN 85 TO SHIP TO EACH ACCOUNT	TOTAL #/ CARTONS SALEM MEN 85	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	CUYAHOGA	PA	RI	VT
A-PLUS/ SUNOCO	318	See List	640	1	3	36			2	25	140			429	4	
COOKS CONVENIENT	6	See List	13								13					
COUNTRY FAIR	62	See List	264								7	20		237		
EXPRESS MART	44	2	88								88					
J MART	8	1	8								8					
KRAUSZERS	6	See List	15	15												
MANLEYS	12	See List	12								12					
MOBIL / ON THE RUN	33	See List	48	4							41				3	
7/11 - HANDEE MART	23	See List	77									1	45	31		
STARENTERPRISE	32	See List	63							32				31		
INDEPENDENTS & SMALL CHAINS	24	See List	48	2		2	4			8	31					1
TOTALS	568		1276	22	3	38	4	0	2	65	340	21	45	728	7	1

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(MCST4381.XLS)3/24/98

cc: J. Piscitelli

Source: https://www.industrydocuments.ucsf.edu/docs/xskn0000